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UNH Whittemore School Continues Expansion Into Asia

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UNH Media Relations

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DURHAM, N.H. -- Just three months after the University of New Hampshire announced it had launched its first international degree program in Korea, it is expanding its business education by partnering with three top Korean business schools that will allow faculty to teach and students to study in one of the fastest-growing business centers in the world.

The Whittemore School of Business and Economics has signed agreements with Kookmin University, Chung-Ang University and Hanyang University, all in Seoul, to begin faculty and student exchange programs. UNH anticipates that its first faculty members will teach at Hanyang University this spring. Student exchanges will follow.

In fall 2006, the Whittemore School began offering the Master of Science in the Management of Technology (MSMOT) to Korean managers. Students admitted to the full-time, one-year graduate program must meet the same requirements as any student applying to the program. Most classes are team-taught by Whittemore School faculty members and adjunct faculty members drawn primarily from six of Seoul's top business schools. Seven Whittemore School faculty members will co-teach the program in the 2006-2007 academic year, and the first group of Korean MSMOT graduates will come to Durham in August 2007 to complete their studies and to celebrate their achievements at a hooding ceremony.

The new exchange program will be open to primarily undergraduate students at UNH but is designed for business students who have an interest in Asian economies. All classes will be taught in English, although students wanting to learn Korean and about the culture will have the opportunity to do so in one of the most vibrant cities in Asia. Korean instruction includes field-learning experiences at Mt. Namsan Traditional House Village, Insa-dong and other traditional marketplaces.

"Given the success of the MSMOT program, it was logical to expand our relationship with these universities to allow for exchange of undergraduate business students," said Jim Wible, interim dean of the Whittemore School. "Significant economic growth is expected in the Pacific Rim countries and this represents an opportunity for students to learn about a part of the world where they will likely be involved with future business activities."

According to Ted Howard, director of UNH's Center for International Education, study abroad enrollments have been growing at double-digit rates for several years at UNH, but the university has not directly provided many opportunities in Asia. "This century is likely to be 'The Pacific Century,' dominated by the nations on the Pacific Rim," Howard said. "The Whittemore School's engagement with Asia and these exchange agreements are important first steps in making sure that UNH academic programs serve the future needs of our students."